COMMON COURSE OUTLINE
MCOM 149
Television and Radio Announcing
3 Semester Hours

The Community College of Baltimore County

Description

Television and Radio Announcing
Explores the study of and involves practice in the techniques, duties, and tasks of the radio and television announcer; emphasis is placed on acquiring skills in analysis of copy, interpretation, and communication in a variety of speaking roles in front of the microphone and the camera.
Prerequisite: SPCM 101 or 105; SPCM 111 recommended

Overall Course Objectives

Upon successful completion of this course students will be able to:

1. Differentiate and demonstrate an understanding of the announcer's role in television and radio broadcasting .
2. Allocate and amortize career options available to announcers in television and radio.
3. Assess, analyze, identify, and recommend basic television and radio equipment used by the announcer.
4. At a required comfort level, perform upon and manipulate basic television and radio equipment employed by the announcer.
5. Differentiate, apply, and perform basic broadcasting procedures.
6. Assess and identify a variety of delivery styles (formal, conversational, intimate); choose and recommend the appropriate style to fit a variety of announcing situations.
7. Determine and demonstrate improved skill level in vocal production and standard pronunciation.
8. Perform and demonstrate an improved ability to "play to" and work the camera and microphone.
9. Compare, contrast, and distinguish the role of the announcer with that of other broadcast professionals in the television and radio studios.

Major Topics in Television and Radio Announcing

I. Voice and diction improvement with emphasis in: Pitch and tone variety; Projection; Rate and tempo; Articulation and enunciation; Resonance, prosody, and quality.

II. Analyzing and interpreting copy.
III. Announcing ad-lib.
IV. Camera and microphone presence and poise.
V. Concentration and focus.
VI. Facial expression.
VII. Effective use of memory.
VIII. Appearance before the camera.
IX. Adaptation to the audience and other talent or guests.
X. Collaborative effort: Group work in production exposure.

Course Requirements

1. Attendance and active participation in class.
2. A minimum of 2 written examinations.
3. A minimum of 2 writing assignments, involving copy for television and radio.
4. Exercise in a 30 second public service announcement.
5. Exercise in a 30 second commercial.
6. Exercise in a 5 minute news presentation.
7. Exercise in a 5 to 7 minute interview.
8. Exercise in a 30 second original commercial with visuals (TV).
9. Exercise in 10 minute live newscast (TV, 2 persons).

Other Course Informtion

Credit may be received for MCOM 149 or SPCM 149 but not for both. Credit may not be received for SPCM 111.

 To assist in the development of a learning community in the learning centered environment, students in MCOM/THTR 201, Television Studio Production may work behind cameras and in booth direction for the accomplishment of the protocols of this (these) course(s).

The Community College of Baltimore County is committed to providing a high-quality learning experience that results in a growth of knowledge, attitudes, and skills necessary to function successfully as a transfer student, as a career and as a citizen. To accomplish this goal, we maintain high academic standards and expect students to accept responsibility for their individual growth by attending class, completing all homework and other assignments, participating in class activities, and preparing for tests.

Students in MCOM/SPCM 149 in the learning centered environment are expected to accept the challenge of the coaching provided, practice, and integrate its intent.